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August 26, 1996

Kevin Kroll
78698

P&A Coordinators: 1210, 1310, 1610

Distribution: All Sales Reps With "Focus" Displays

1221 / 01, 02, 04, 05, 06 1226 / 04, 09 1330 / 01, 08 1636 / 01 *Steve Calahan*

Re: Compliance of "Focus" Displays and Advertising

Ladies and Gentlemen:

As you know Middlesex Tobacco has established an accrual program to maximize sales of "Focus" in retail stores carrying this Forsyth brand. Any store carrying "Focus" that maintains a "Focus" display and "Focus" advertising receives 50¢ per carton monthly accrual from Middlesex Tobacco.

Your assistance is needed to determine if displays and advertising are up in the stores on the attached list. Please note on the list if:

1. Store has a "Focus" display
2. Store has any "Focus" advertising

Please complete and return to me no as soon as possible, but no later than September 13th. Your help is appreciated.

Sincerely,

Lanny

Lanny T. Wolfe

Attachments

	Sales		Retail
1221	4, 2, 4, 5, 6	1222	
1222		1223	
1223		1226	
1224		1229	
1225		ROM	
1226	4, 9	PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

51850 3337